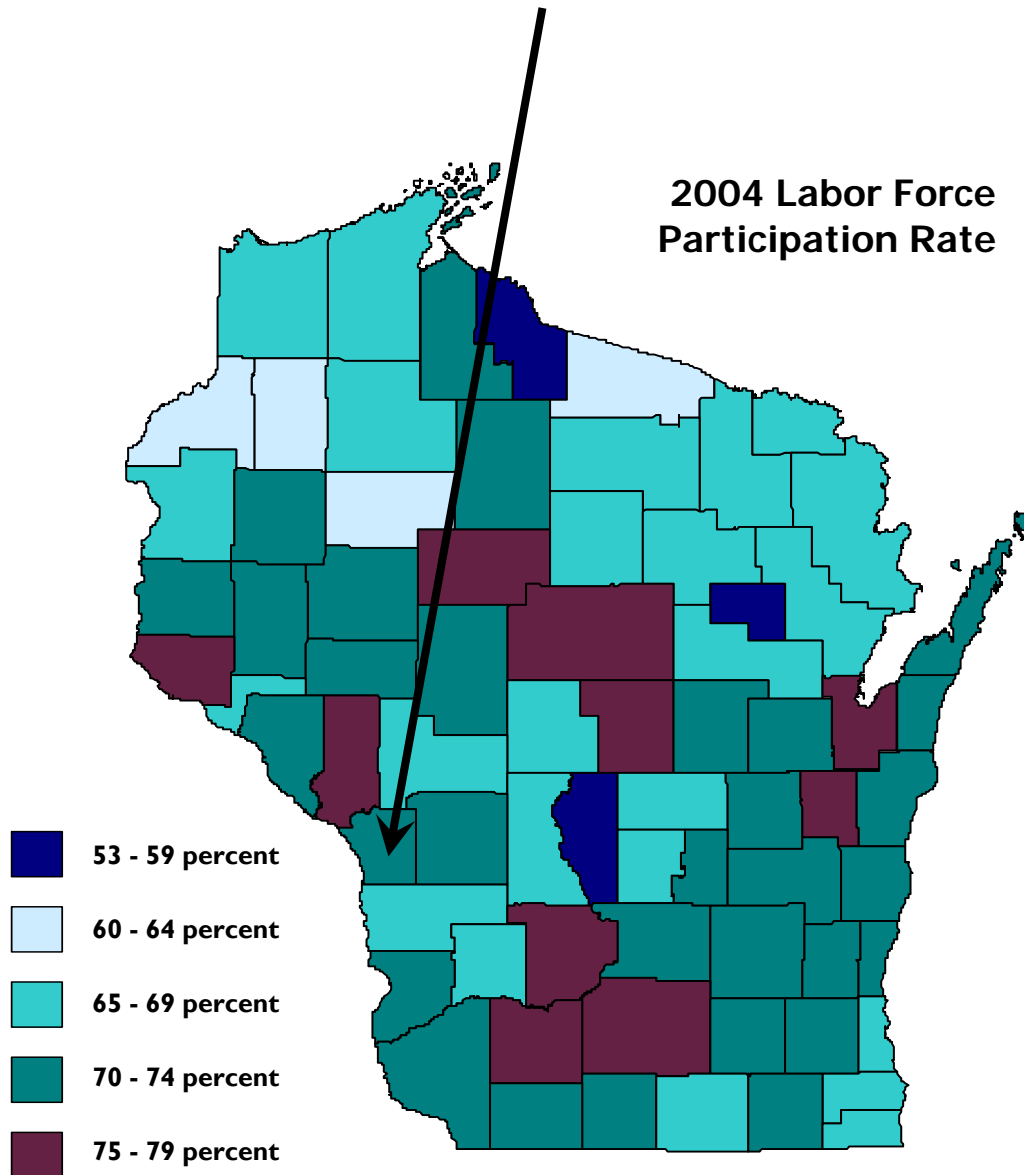


La Crosse County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

The population in La Crosse County increased by 3,008 residents from 107,120 in April 2000 to 110,128 in January 1, 2005. The change since April 2000 of 2.8 percent ranked 50th fastest among Wisconsin's 72 counties. In terms of numerical increase, the county's increase of 3,008 ranked 21st highest of the state's 72 counties. The population increased due to a net migration of 1,672 individuals and by 1,336 from a net natural increase (births out-numbered deaths).

About one-third of the increase in population occurred in the county's second largest municipality, the City of Onalaska, and while the county's largest city, La Crosse, lost population.

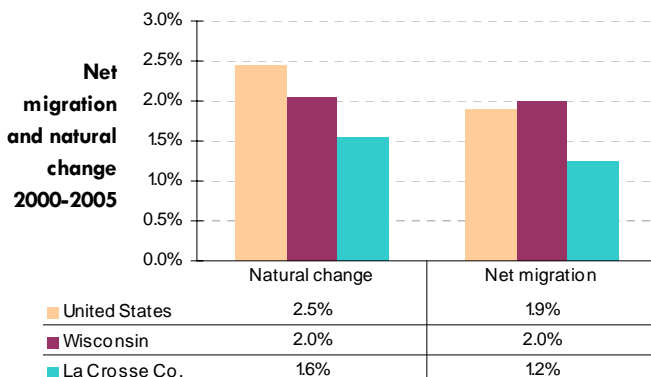
The influx of residents from migration (largely due to the county's three institutes of higher learning) and births has infused the county with younger residents, but the forecast in the next 15 years reflects the aging of baby-boomers in the county. In 2005, about 20 percent of the labor force age population (16 yrs. and older) was aged 60 years or more but by 2020 that will increase to almost 30 percent.

The labor force is a sum of factors that relate to the local population. Those factors include lower participation rates for women than men, much higher participation from middle-aged residents than either the young or elderly, and declining participation rates among the white population as minority participation increases. All of these factors are working against a rise in the number of labor force participants in La Crosse County even as the number of residents aged 16

Five largest municipalities in La Crosse County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
La Crosse County	107,120	110,128	3,008	2.8%
La Crosse, City	51,818	51,426	-392	-0.8%
Onalaska, City	14,839	15,953	1,114	7.5%
Holmen, Village	6,200	7,176	976	15.7%
Onalaska, Town	5,210	5,435	225	4.3%
West Salem, Village	4,738	4,789	51	1.1%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



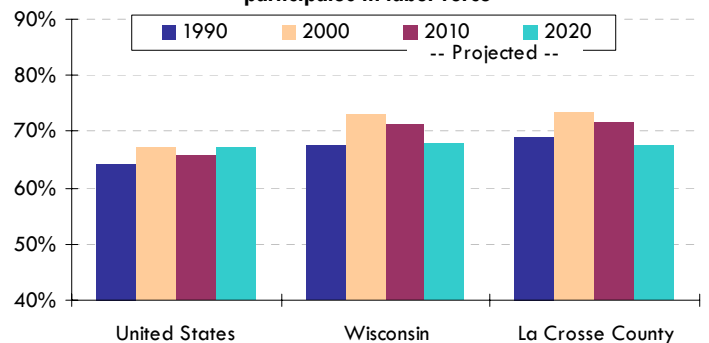
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	La Crosse County
Total population in 2000	281,424,602	5,363,715	107,120
Population est. Jan. 1, 2005	295,160,302	5,580,757	110,128
Change	13,735,700	217,042	3,008
% change	4.9%	4.0%	2.8%
2005 Labor force population*	224,837,000	4,339,938	87,227
Share of total population	76.2%	78%	79.2%
Labor force	147,125,000	3,071,179	63,121
Labor force participation rate	65.4%	70.8%	72.4%
2005 Population 16 yrs. & over	228,621,674	4,417,313	88,535
16-24 yrs old	37,489,370	743,764	17,171
Share of population 16+ yrs	16.4%	16.8%	19.4%
25-59 yrs old	142,248,896	2,708,865	53,317
Share of population 16+ yrs	62.2%	61.3%	60.2%
60 yrs and older	48,883,408	964,684	18,047
Share of population 16+ yrs	21.4%	21.8%	20.4%
Projected population: 2020	335,804,546	6,110,878	118,246
Population 16 yrs. & over	264,085,104	4,869,573	94,604
16-24 yrs old	37,918,865	681,586	18,192
Share of population 16+ yrs	14.4%	14.0%	19.2%
25-59 yrs old	150,678,402	2,756,884	48,233
Share of population 16+ yrs	57.1%	56.6%	51.0%
60 yrs and older	75,487,837	1,431,103	28,179
Share of population 16+ yrs	28.6%	29.4%	29.8%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

years and over is increasing. A sizeable number of students who come here for post-secondary education do not remain here after receiving their degrees. The implications of this age shift are visible in the above graph that shows a decline in labor force participation in future years.

Revised Labor Force

All labor force estimates for 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census. As a result, the revisions for 2000 to 2004 were significant, as evidenced by the substantial increase in the number of people in the labor force and the number of people employed starting with the year 2000. While noticeable in La Crosse County, these changes weren't as seismic as in other Wisconsin counties.

Nationally, there was a recession in 2001 and unemployment rates in La Crosse County reflected this increasing from the county's record low in 1998 of 2.7 percent to 4.5 in 2003. However, it should be noted that the increase in rates during the latest recession was smaller than experienced in previous recessions. The unemployment rate in La Crosse County in 2003 was 4.5 percent compared to a 8.9 percent unemployment rate following the 1981-82 recession. Several factors, including tighter labor markets, contributed to recession unemployment rates being lower than in the past.

La Crosse County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	53,384	51,319	2,065	3.9%
1991	54,095	51,831	2,264	4.2%
1992	55,563	53,107	2,456	4.4%
1993	57,038	54,670	2,368	4.2%
1994	59,000	56,796	2,204	3.7%
1995	60,143	57,897	2,246	3.7%
1996	60,365	58,518	1,847	3.1%
1997	60,873	59,164	1,709	2.8%
1998	60,845	59,198	1,647	2.7%
1999	60,845	59,060	1,785	2.9%
2000	61,520	59,572	1,948	3.2%
2001	62,460	60,146	2,314	3.7%
2002	62,700	59,987	2,713	4.3%
2003	62,650	59,827	2,823	4.5%
2004	63,121	60,579	2,542	4.0%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

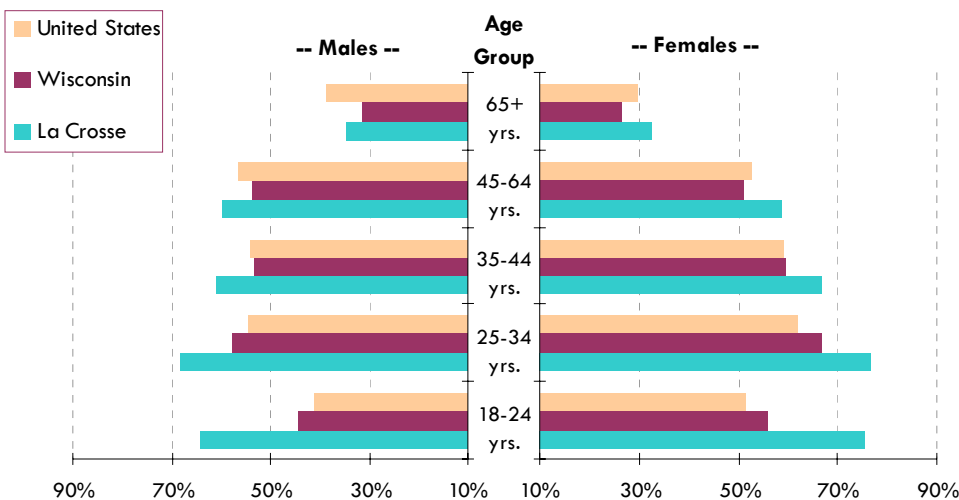
One of the most significant changes in employment that occurred during the last two decades was the shift from goods producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods producing jobs. Leading the growth in service industries, in both rural and metropolitan areas, was job expansion in health care and education, two industries with female dominated professional and technical occupations.

For most counties in Wisconsin, including La Crosse, this helps explain why there is a greater proportion of females in nearly every age group with post-secondary education than males.

The additional employment opportunities in La Crosse's three institutions of higher learning and regional health care facilities provide professional and technical jobs to both sexes, and helps to explain why a higher percentage of La Crosse County residents in every age cohort, except the 65 and over cohort, are attending or have completed a course of study at a post-secondary institution than their state or national counterparts.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

The 2004 average wage for all workers in La Crosse County, \$30,924, increased 3.1 percent from the 2003 average of \$29,982. The statewide average wage rose four percent in 2004 to \$34,749.

This average wage paid to workers in La Crosse is 11 percent lower than the statewide overall average. La Crosse County's overall wages are higher than the statewide average in just two industry sectors, natural resources and information. Neither of these two sectors have a substantive presence in La Crosse County.

Education and health services is La Crosse County's largest employing sector (see graph below) accounting for almost 28 percent of total employment in the county and paying employees almost 32 percent of all the wages paid in the county. Statewide these numbers are lower, 20 and 21 percent respectively. Education and health care is a critical sector in terms of the health and the growth of the La Crosse County economy.

The second largest employing sector, trade, transportation and utilities, employs one of every five workers in the county, and pays employees 17 percent of all wages paid in the county. It's likely that the subcomponent of this sector, retail trade, is contributing less in total wages paid in the county

Average Annual Wage by Industry Division in 2004

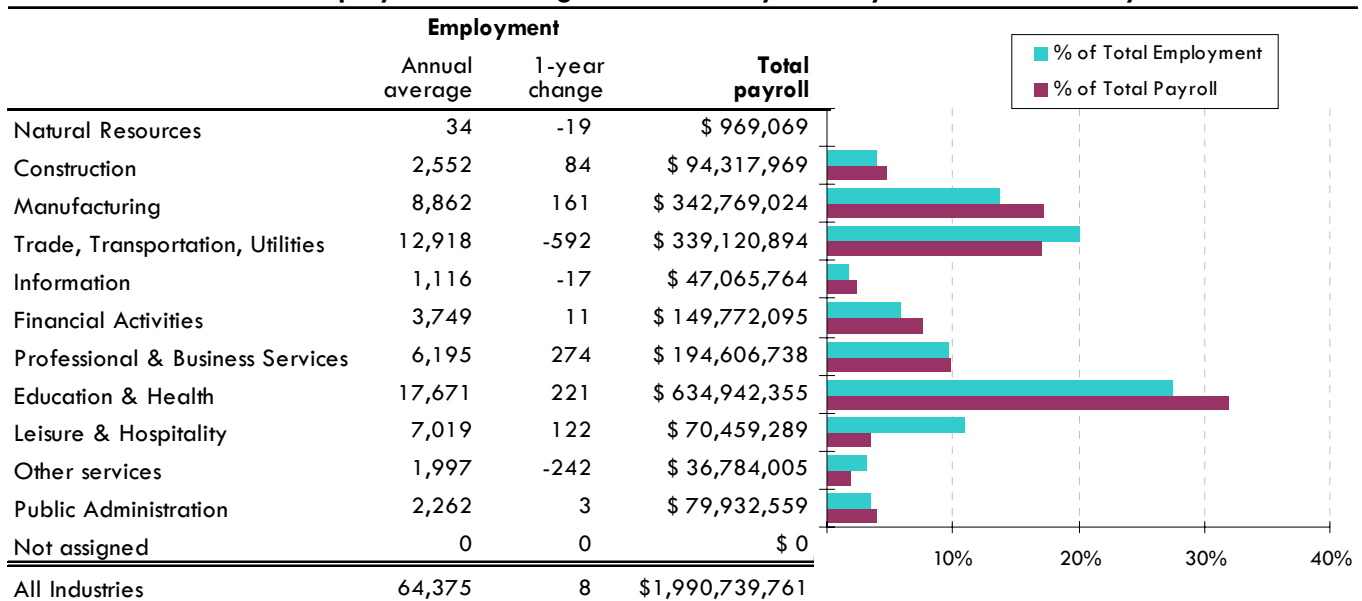
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	La Crosse County	Wisconsin	% change
All Industries	\$ 34,749	\$ 30,924	89.0%	3.1%
Natural resources	\$ 27,399	\$ 28,502	104.0%	-4.8%
Construction	\$ 41,258	\$ 36,958	89.6%	0.1%
Manufacturing	\$ 44,145	\$ 38,679	87.6%	3.6%
Trade, Transportation, Utilities	\$ 30,088	\$ 26,252	87.3%	-0.6%
Information	\$ 41,759	\$ 42,174	101.0%	5.4%
Financial activities	\$ 45,103	\$ 39,950	88.6%	11.4%
Professional & Business Services	\$ 39,580	\$ 31,414	79.4%	-1.3%
Education & Health	\$ 36,408	\$ 35,931	98.7%	3.0%
Leisure & Hospitality	\$ 12,295	\$ 10,038	81.6%	4.7%
Other services	\$ 20,207	\$ 18,420	91.2%	5.4%
Public Administration	\$ 36,347	\$ 35,337	97.2%	8.7%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

than in employment, bringing down the sectors overall share of paid wages.

The annual average wages that an industry sector pays can depend upon many factors such as its geographic location, seasonal activity, the presence of workers under collective bargaining agreements, and other factors. But the most crucial wage structure component is an industry's occupational composition. Even two companies in the same industry and the same county could show differing average wages if their occupational compositions are significantly different.

2004 employment and wage distribution by industry in La Crosse County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Private-sector Employers in La Crosse County

Establishment	Product or Service	Size (Dec. 2004)
Gundersen Lutheran Administrative	Offices of physicians, except mental health	1000+ employees
Franciscan Skemp Medical Center Inc	Gen. medical & surgical hospitals	1000+ employees
American Standard Inc	AC, refrigeration, & forced air heating mfg	1000+ employees
First Federal Capital Bank	Savings institutions	1000+ employees
Kwik Trip Inc	Convenience stores	1000+ employees
Wal-Mart Associates Inc	Discount department stores	500-999 employees
Centurytel Service Group LLC	Managing offices	500-999 employees
Northern Engraving Corp	All other plastics product mfg.	500-999 employees
Apac Customer Services Inc	Telemarketing bureaus	500-999 employees
Bethany-St Joseph Corp	Nursing care facilities	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in La Crosse County

NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	25	5,403	-10	98
Food services and drinking places	212	5,302	207	428
Hospitals	*	*	not avail.	not avail.
Ambulatory health care services	108	4,064	125	678
Administrative and support services	99	2,839	148	412
Machinery manufacturing	*	*	not avail.	not avail.
General merchandise stores	13	2,331	49	402
Social assistance	45	2,040	131	312
Nursing and residential care facilities	18	1,891	110	62
Credit intermediation & related activity	45	1,820	-256	335

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

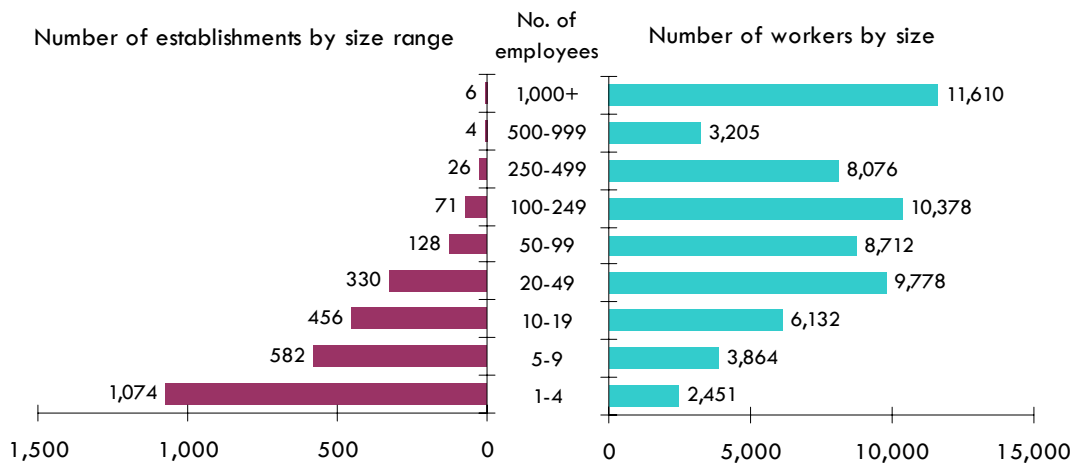
The significance of education and health services is reinforced by these two lists. Three of the ten largest private sector employers (including the top two) are from the sector and five of the top ten industry groups are also from this sector. That includes the largest industry group, education services with 5,403 jobs, hospitals (where employment is suppressed), ambulatory health care with 4,064 jobs, social assistance with 2,040 jobs, and nursing care with 1,891 jobs.

The fifth largest employer in the county, Kwik Trip, conducts a variety of operations, with several types of establishments in the county including convenience stores, management offices, warehouses, and food production.

Many of the largest industry groups include some of the county's largest employers and have a high ratio of workers per establishment but the second largest industry group, food services and drinking places has an average of only 25 workers per establishment.

In La Crosse County, 80 percent of employers have 19 or fewer employees, and together provide 19 percent of employment (12,442 jobs) in the county. Less than one percent of county employers have more than 250 workers but provide 36 percent of the jobs.

La Crosse County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in La Crosse County of \$28,284 ranked 24th highest among Wisconsin's 72 counties. PCPI increased 2.7 percent in the last year and 16.8 percent since 1998. The percent change over last year was slightly higher than the statewide increase in PCPI of 2.5 percent but the change since 1998 was slightly lower than the increase in Wisconsin over the five-year period of 17.2 percent.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like Social Security, Medicaid, unemployment insurance, veteran's benefits, and W2. The total of these sources of income is divided by the total population to arrive at the PCPI.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI.

In La Crosse County total personal income of \$3,071,287,000 in 2003 was up 3.2 percent from 2002 and 19.7 percent from 1998.

La Crosse County accounts for two percent of the state's total population and 1.8 percent of the state's total income. Overall, wages in La Crosse County are 89 percent of the state average (page 3). That fact, and the fact that La Crosse has more than the average number of students per capita (earning nothing or minimal wages), explains this gap between population representation and share of state total personal income in La Crosse. Major

sources of personal income are almost identical in La Crosse and the state. In La Crosse County 69 percent of income comes from net earnings, compared to 70 percent statewide. Transfer payments account for 15 percent in La Crosse, compared to 14 statewide and the share of total income from rent/dividends/interest are identical, at 16 percent.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005